

10-10-2011

Business Innovation Group (BIG) News

Georgia Southern University

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SIFE Training Conference

October 10, 2011



This past Saturday, four Georgia Southern Students (Matt Chambers; Edio Del Castanhel Filho; Jevon Thomas; and, Ross Foskey) from the SIFE organization went to the University of North Florida (UNF) in Jacksonville for the Walgreens' SIFE Team Training Conference. The conference was divided in four areas, including 101 The Basics, 201 Project Management, 301 Leadership Training and 401 Career Development. For the students unfamiliar with SIFE, the 101 area was a tremendous opportunity to learn more about SIFE, about the competition, to familiarize themselves with the SIFE team model and to learn how to build sustainable projects.

For the students already familiar with the organization, the other areas went deeper and gave them new ideas. During the 201 session, students had the opportunity to learn about development, management, and tracking of SIFE team projects with a lecture from John M. Watson, from the [Project Management Institute](#).

In the 301 area students who were already familiar with SIFE and had a leadership role in their SIFE Teams learnt about how to develop leadership skills and increase their team's productivity. The lecture was presented by [Dale Carnegie Training](#) and it focused on SIFE Project Partnerships, including with companies such as Wal-Mart and HSBC.

The 401 area helped students who wanted to better prepare themselves for internships and full-time career opportunities. Students learnt about resumes, interviewing and how to utilize social media when searching for a job.

The event was very organized, fun, and provided the attendees with valuable information that they can use for the advancement of their clubs and future careers. Fred Hulett from the Dale Carnegie Institute had amazing presentations on topics such as *Establishing An Effective Team*, and *How Conflict Inhibits Growth*. With incredible energy and passion, Mr. Hulett reminded his audience that strong relationships and team accountability are key aspects of establishing an optimal team atmosphere. Perhaps the most powerful message of his lectures though was that "people support a world they help create", so as leaders we must empower others so that they develop an appreciation for the overall goal of the team to guarantee success.

A sincere thank you goes out to the organizers, sponsors and professionals that made this training conference so successful.

“How to Detect Fraud in Your Business” E-Zone Forum

October 10, 2011



The E-Zone had its first Forum on “How to Detect Fraud in Your Business” this past Thursday and it was a huge success. The first speaker, William (Billy) Hickman, spoke to the attendees about several topics. He emphasized that most businesses will face some type of fraud over a period of time as opposed to through a single act. He gave a *Johnny Cash* example, referring to small frauds occurring little by little, which at one point turns out into a big one. He recommended for firms to have preventions, as most fraud claims come to him after the act was committed. Mr. Hickman went on to mention that companies lose around 5% of their revenues due to fraud, and last year around \$3 trillion was lost worldwide. The problem is that small business are just not equipped or trained to fight fraud.

He mentioned the fraud triangle, which encompasses the idea that people only commit fraud when they find an incentive, an opportunity, and have the ability to rationalize the fraudulent behavior. He added another characteristic to the triangle though was the capability to commit the fraud, which has led to a new term, the “fraud diamond”. He gave some tips about how to catch fraud in the business as well. His advice was to pay attention to your employees and make note whether a person’s living coincides with his/her earnings. Also, changes in a person’s situation like divorce can be a factor, and people who leave the office late after business hours consistently are individuals which may be covering up an act of fraud. To prevent this, he recommended that entrepreneurs monitor their business to the best of their abilities. When hiring, always perform a criminal background check which only costs about \$15 per search. As an employer, you could even go as far as checking a credit report or bankruptcy record, because if these individuals can’t manage their own finances you definitely do not want them handling yours.

The second speaker, Charles Williamson, added some other very valuable points. He



states that small businesses rarely spend money or check worker’ references, which is a mistake since you should always pre-screen your employees and check all the references when possible. This can be performed at <http://gov.georgia.gov/>. Employers should also understand

any breaks in the employees' employment timeline as long breaks of unemployment are worth asking about. Furthermore, there should always be a separation of duties. For instance, employees that handle assets should not also document records, because it provides them too much control. He also recommended hiring a CPA to review and verify the companies' account, which doesn't require an audit. As an entrepreneur just be aware that of all frauds in small businesses, 90% involve cash.

After their presentations, there was a discussion/debate which gave all of the attendees an opportunity to answer any questions they had. Then there was coffee, desserts from Sugar Magnolia Bakery, and cake provided for everyone in the reception area by Chandler County Industrial Authority, which allowed for good networking opportunities.

This very first small business workshop provided the attendees with valuable information on running their businesses. I encourage you all to RSVP for the next one on November 3rd, 2011. The topic will be *Selling Tips For Small Businesses* with special guest speakers Bubba Hunt from Pawn City and Linda Mullen from Georgia Southern University!

Again we would like to thank the sponsors of the Forum: [Dabbs, Hickman, Hill&Cannon, LLP](#); [Sea Island Bank](#) and [Georgia Southern University](#).

[slideshow]

October Eagle Executive Briefing in Business in Savannah

October 10, 2011

Free enterprise: Death of the lemonade stand



Few things are more important to the American entrepreneurship psyche than the lemonade stand. Kids across the country learn their first lessons

in entrepreneurial behavior and capitalism when running one. Some of America's most successful entrepreneurs gained their 'spirit of enterprise' from their first greenback gained from one. And yet, if you have spotted recent stories, the lemonade stand is under threat. There can be no

greater metaphor than this for what might be going wrong with American capitalism and economic governance. It started in Montgomery County where a county inspector ordered the Marriott and Augustine kids to shut down their stand after they had ignored a couple of warnings and then fined

their parents \$500 because the kids didn't have a vendor's license. The kids in this instance were raising money for pediatric charity. Later, after much negative press, the county permits director allowed the children to move the stand to another location and waived the fine.

unofficial National Lemonade Freedom day. Most of the reports of this phenomenon came over as 'perplexed' or 'mildly amused,' but the truth is these examples should worry us all and are perhaps a metaphor for what might be going wrong with the American spirit of free enterprise.

the spirit of enterprise buckles under the complexity of the law. We might be perplexed or even amused by these reports, but we should be worried about the future of entrepreneurship in this country if a few young kids, who are harming nobody, get their lemonade stands closed. It is a sym-

Dr. Luke Pittaway contributed the latest Eagle Executive Briefings column titled "Free enterprise: Death of the lemonade stand."

Luke relates the recent media stories about authorities closing down children's lemonade stands in Georgia, Iowa and Wisconsin to "... *what might be going wrong with American capitalism and economic governance.*"

He writes: "*It eventually happens to all successful nations... As nations become more mature, though, they create ever increasing bureaucracy. Laws that all nations need to govern get increasingly complex until they suck the life-blood from that spirit of innovation, creativity and enterprise that the nation needs to succeed.*"

Business in Savannah

Entrepreneur Zone Receives Statewide Recognition

October 10, 2011



GEORGIA DOWNTOWN CONFERENCE AWARDS FOR DOWNTOWN EXCELLENCE Award Winner Notification

The Downtown Statesboro Development Authority is the winner of the Best Commercial Redevelopment Activity Award for the Georgia Southern University City Campus & Entrepreneur Zone Project. This award is presented to an individual or group that finalized a downtown development project or introduced adaptive reuse, mixed use, downtown residential, special retail district or district-wide redevelopment plan using quality growth principles on existing or complementing surrounding buildings.



Inside of the E-Zone

This was a statewide competition, and with the award, the Entrepreneur Zone will get the statewide recognition that it deserves.

This award would not have been possible without the partnership between the Downtown Statesboro Development Authority, [Georgia Southern University](#) or the brilliant camera skills of Art Berger which most likely put Georgia Southern over the top in the competition. Allen Muldrew, the Executive Director of the Development Authority, states that *"Georgia Southern University is an institution that inspires and encourages its students to have the great American spirit of innovation and leadership. It is truly a pleasure working with a University that has a vision for the future, and is willing to try new things."*

The Dean of the College of Business Administration, Ron Shiffler, would like to congratulate Allen Muldrew and the Downtown Statesboro Development Authority (DSDA), and COBA for their initiative to make this project possible.

[youtube=http://www.youtube.com/watch?v=5mUgMWb-5Ro&feature=player_embedded]